

HOLIDAY BULLETIN No. 18 MERMOD & JACCARD'S XMAS GIFTS FROM 25c to \$10,000.

On BROADWAY, Cor. Locust St.

Mermod and Jaccard's

FINE DIAMONDS.



Fine Diamond Locket, \$55.00

When you want to purchase diamonds you want the finest—you want a reliable guarantee—Mermod & Jaccard's sell only fine diamonds—They import them direct—They mount them in their own factory—Their designers and diamond setters are experts—These are the reasons for the national reputation of Mermod & Jaccard's as a diamond house—and also why they can sell at the lowest prices ever made on guaranteed fine diamonds.

Diamond Rings.....\$10.00 to \$3,500

Diamond Pins.....\$15.00 to \$500.00

Diamond Ear-Rings.....\$20.00 to \$2,500.00

Diamond Brooches.....\$16.00 to \$2,500.00

Diamond Studs.....\$7.00 to \$1,000.00

Mermod and Jaccard's

FINE WATCHES.

Would not a handsome Gold Watch like the one pictured be greatly appreciated by wife, daughter or sweetheart?



This very fine 14K Solid Gold Watch, richly carved border, diamond in center, with 19 jeweled nickel Mermod & Jaccard movement, fully guaranteed,

ONLY \$63.00

WATCHES FOR EVERYBODY

Men's Watches.....\$6 to \$18
Ladies' Silver Watches.....\$6 to \$17
Gentlemen's Silver Watches.....\$10 to \$45
Ladies' Gold-Filled Watches.....\$15 to \$45

Gentlemen's Gold-Filled Watches.....\$18 to \$55
Ladies' Gold-Filled Watches.....\$20 to \$250
Gentlemen's Solid Gold Watches.....\$30 to \$450
Ladies' Waterlaine Watches.....\$14 to \$750

Mermod and Jaccard's

Fine Umbrellas.

Gentlemen's Fine Twilled Silk Umbrellas, stag horn handle with solid silver trimmings, \$11.00.

Other Special Offers in SILK UMBRELLAS.

Ladies' Gloria Silk, natural wood handle, solid silver trimmings, \$1.95

Ladies' Taffeta Silk, selvedge edge, black, blue, green or red, Princess natural wood handles, \$5.00

Gentlemen's Gloria Silk, natural wood handles, silver trimmings, \$2.75

Gentlemen's Fine Taffeta Silk, natural wood handle. Others up to \$40.00, \$5.00

Mermod and Jaccard's

SOLID SILVER NOVELTIES

We have thousands of dainty, quaint and useful Solid Silver Novelties, any one of which would make an acceptable Xmas Gift.

Toilet Articles, Pomade Jars, Combs and Brushes, Military Brushes, Fine Manicure Sets, Desk Sets, Calendars, and Baby, too, is provided for with Teething Rings, Rattles, Bib Holders, Combed Brush Sets, and many other things too numerous to mention.

Embossed Top with Amethyst Setting, \$3.50.

Mermod and Jaccard's

STERLING... SILVERWARES

We have many new and exclusive patterns in Solid Silver Tableware—notably the "Madame Royale," "Watteau" and "Chrysanthemum," the last named being the most elaborate design ever made. Other pieces to match in the "Continental."

Set of 6, Tea Spoons.....\$ 6.50

Dessert Spoons.....13.25

Table Spoons.....18.25

Dessert Forks.....13.25

Table Forks.....17.50

Soup Spoons.....14.25

Ice Cream Spoons.....11.25

Oyster Forks..... 9.00

Each, Butter Pick.....\$1.15

Salt Spoon..... 1.40

Mermod and Jaccard's

FINE SOLID GOLD TOOTH PICKS.

Richly Engraved Gold Tooth and Ear Pick, \$7.00. We have this also plainer and not as fine gold, at \$2.50, \$4.50, \$5.00.

SPECIAL NOTICE—Spectacles and Eyeglasses bought for Surprise Xmas Gifts will be fitted to the recipient's eyes after Christmas by our expert optician. (Steel frames, \$1.00 and up. Gold frames, \$5.00 and up.)

Solid Gold Tooth Pick, Stone in head, \$1.50. Also other styles at \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00.

Gold-Plated Silver Tooth Pick, \$1.25.

Solid Gold Tooth Pick, \$1.25.

Mermod and Jaccard's

SPECTACLES and EYEGLASSES

A Thoughtful Gift for Grandpa, Grandma, Uncles and Aunts.

Solid Gold Riding Bow Spectacles, Fine Crystalline Lenses, \$5.00

Platinum Bow, same as above, with same Lenses, \$2.50

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TO PLEASE the recipient is the chief aim in giving Christmas Presents. A poorly made, inferior article makes a poor gift. Sometimes the inexperienced have inferior goods imposed on them at higher prices than good articles are worth.

BY BUYING AT MERMOD & JACCARD'S you are sure of getting the very finest quality at the very lowest prices in

CIFTS THAT ARE SURE TO PLEASE.

WRITE FOR OUR NEW XMAS CATALOGUE. 3,000 Engrs. Mailed FREE.

Mail Orders Carefully Filled.

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